1. Method, comprising: providing an adhesive-resistant, elastomeric, rotatable platen roll for a printer, providing a web stripper having at least one tip portion positioned to cut at least one circumferential groove in the outer surface of the platen roll, and rotating the platen roll to cut the groove(s).

2. Method as defined in claim 1, including providing a thermal print head cooperable with the platen roll, providing a web positioned between and in contact with the print head and the platen roll, and the web moves in contact with the rotating platen roll.

3. Method as defined in claim 1, wherein the tip portion is sharp.

4. Method as defined in claim 1, wherein the tip portion is pointed.

5. Method as defined in claim 1, including providing a thermal print head cooperable with the platen roll, providing a web positioned between and in contact with the print head and the platen roll, wherein the web has a coating of tacky adhesive in contact with the platen roll, and printing on the web while the web moves and while the tip portion (s) cuts (or cut) the groove(s) in the rotating platen roll.

6. Method as defined in claim 1, including providing a thermal print head cooperable with the platen roll, and printing on a web positioned between and in contact with the print head and the platen roll after the groove(s) has (or have) been cut, and wherein the web has a coating of tacky adhesive contacting the platen roll.

7. Method as defined in claim 1, including providing a linerless web having a printable face side and an underside with a tacky adhesive positioned with the print head cooperable with the printable face side and the platen roll in contact with the adhesive, and printing on the web after the groove(s) has (or have) been cut.

8. Method defined in claim 1, wherein the groove(s) is (are) small enough so as not to degrade print quality when printing on a linerless web having tacky adhesive in contact with the platen roll.

9. Method, comprising: providing an adhesive-resistant, elastomeric, rotatable platen roll for a printer, providing a web stripper having at least one tip portion, and positioning the stripper with the tip portion (s) digging into or locally depressing the outer surface of the platen roll so that upon rotation of the platen roll each tip portion will cut a circumferential groove in the outer surface of the platen roll.

10. Method as defined in claim 9, wherein each groove is no wider than the respective tip portion.

11. Method as defined in claim 9, wherein there are a plurality of grooves and the grooves are essentially the same size.

12. Method defined in claim 9, wherein the groove(s) is (are) small enough so as not to degrade print quality when printing on a linerless web having tacky adhesive in contact with the platen roll.

13. Method, compromising: providing an adhesive-resistant, elastomeric roll for contacting adhesive on a linerless web, providing a web stripper having at least one tip portion positioned to cut at least one circumferential groove in the outer surface of the roll, and rotating the roll to cut the groove(s).

14. Method as defined in claim 13, including printing on the web while the roll is rotating and while the stripper tip portion(s) is (or are) in the groove(s).

15. Method as defined in claim 13, wherein the tip portion(s) remain in the groove(s) during subsequent rotation of the roll.

16. Method defined in claim 13, wherein the groove(s) is (are) small enough so as not to degrade print quality when printing on a linerless web having tacky adhesive in contact with the platen roll.

17. Method, comprising: providing an adhesive-resistant, elastomeric roll for contacting adhesive on a linerless web, providing a web stripper having at least one tip portion, positioning the stripper with the tip portion(s) digging into or locally depressing the outer surface of the roll so that upon rotation of the roll each tip portion will cut a circumferential groove in the outer surface of the roll.

18. In or for a printer: a print head and a cooperable platen roll for printing on a linerless web having a printable face side and an underside with a tacky adhesive, the platen roll having an adhesive-resistant elastomeric outer surface, and a web stripper with a tip portion positioned to cut at least one circumferential groove in the outer surface of the platen roll.

19. In or for a printer: a print head and a cooperable platen roll for printing on a web of linerless label material with a printable face side and an underside with the tacky adhesive, the platen roll having an adhesive-resistant elastomeric outer surface, at least one circumferential groove in the outer surface of the platen roll, and a

web stripper having at least one tip portion extending into the groove(s).

20. In or for a printer as defined in claim 15, wherein the groove(s) is (are) no wider than the tip portion(s).

21. In or for a printer: a print head and a cooperable platen roll for printing on a linerless label material web with a printable face side and an underside with a tacky adhesive, the platen roll having an adhesive-resistant outer surface, a plurality of laterally spaced circumferential grooves in the outer surface of the platen roll, and a plurality of web stripper members with tip portions extending into the grooves.

22. In or for printer as defined in claim 21, wherein the grooves are no wider than the tip portions.

23. In a printer: a print head and a cooperable platen roll for printing on a web of linerless label material with a printable face side and an underside with a tacky adhesive, the platen roll having an adhesive-resistant elastomeric outer surface, and a web stripper having at least one portion positioned to cut at least one circumferential groove in the outer surface of the platen roll.

24. Method defined in claim 23, wherein the groove(s) is (are) small enough so as not to degrade print quality when printing on a linerless web having tacky adhesive in contact with the platen roll.

25. In or for a printer as defined in claim 23, and using the print head and platen roll to print on a linerless web while the tip portion(s) is (are) in the groove(s).

26. In combination: a roll having an adhesive-resistant, elastomeric outer surface for contacting tacky adhesive on a

linerless web, and a stripper with a tip portion positioned to cut at least one circumferential groove in the outer surface of the platen roll and to facilitate stripping the web from the roll.

27. In combination: a roll having an adhesive-resistant, elastomeric outer surface for contacting tacky adhesive on a linerless web, at least one circumferential groove in the outer surface of the roll, and a web stripper having at least one tip portion extending into one of the grooves to facilitate stripping the web from the roll.

28. In combination: a roll having an adhesive-resistant, elastomeric outer surface for contacting tacky adhesive on a linerless web, and a stripper having at least one tip portion locally dug or pressed into the outer surface of the roll so that upon rotation of the roll the tip portion(s) will cut a groove or grooves into the roll to facilitate stripping of the web from the roll.

29. In combination: a printer including a frame, a laterally extending platen roll, a print head cooperable with the platen roll, a shelf having a plurality of laterally spaced supporting elements, the shelf became constructed of plastics material, a rigid bar having end portions connected to the frame, the shelf being connected securely to the bar.

30. The combination defined in claim 29, wherein the supporting elements include cutters positioned to cut grooves in the outer surface of the platen roll and to assist in stripping the web from the platen roll.